**PRESS RELEASE**

**Mex, Switzerland, 21 February, 2022**

**Exclusive BOBST event opens new opportunities for digital label production in the Middle East**

BOBST’s Dubai Digital Printing Label Day, held at the Dubai EXPO 2020 on February 18, 2022, has unveiled major new opportunities for label industry in the Middle East, North Africa and Turkey.

Several of the top label converters in the region attended the event to discover a new BOBST Digital Label portfolio, including new major products such as the MASTER DM5 – a modular press combining digital and flexo modules in an All-in-One platform, opening new opportunities for label production in the region.

“In an ever more competitive and fast-paced environment, where brand owners are demanding more diverse jobs, versioning, shorter production time and lower cost, converters are having to combine technologies to keep up,” said Eric Pavone, Business Director AFMETC Region at BOBST. “This is where BOBST can help. We are aiming to lead the next chapter of the digitalization of label production offering a complete portfolio of fully digitalized printing solutions integrating UV inkjet, flexo modules and finishing solutions in a modular architecture.”

The BOBST MASTER DM5 can prime, print, embellish, cut – All-in-One, All-Inline. With its digitally automated on-the-fly job change, The MASTER DM5 provides an exceptionally high press uptime and outstanding repeatability regardless of the operator's skills. The digitalized, end-to-end connected system enables converters to deliver faster, with better quality, less waste and more profitably answering the growing demand for on-demand labels production, from short to long runs.

“An all-in-one, all-inline modular press like the MASTER DM5 will handle all your jobs, no matter the size in a highly cost-effective way that will increase profitability,” said Eric Pavone. “The potential impact of all-in-one technology as well as developments in inkjet in this region will be transformative. It was an honor to be able to present our label portfolio to so many esteemed converters at this special event.”

For those unable to join the event but would like to find out more, please contact BOBST. Like many industries, label production is undergoing a profound transformation and BOBST has a full range of solutions on offer. BOBST has been committed to the packaging industry for more than 130 years and we will shape the future of label production together.

**About BOBST**

We are one of the world’s leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated board industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 19 production facilities in 11 countries and employs more than 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

**Press contacts:**

Gudrun Alex
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: gudrun.alex@bobst.com

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